

Subject: HomeTown News

From: Miki Payne <Miki@hbdrollinger.com>

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To: Les Watt <les@blacktievalet.com>, "westchester.cfm@gmail.com" <westchester.cfm@gmail.com>, Donald Duckworth <duckworth.donald@gmail.com>

CC: HomeTown News <westchesterhometown@yahoo.com>

Dear SWFM Team,

I spoke to Steph (copied here) and she said the price for a 12-year commitment for a ¼ page color ad is \$350.00 per month. She would keep us in the same place every month on the inside of the back page, if we understand that if someone wants to purchase the PREMIUM FULL-back page (rarely happens) she would move us to the same location, one more page in, for that month. I am not sure this is in our budget, but I think it would be good for branding. If we include the Wed market, perhaps it would be split?

As an aside, Steph said that if we do commit to the advertising for a year, she will come to next Sunday's market and take pics of the actual vendors and do a nice spread on the Sunday Market and Vendors/Petting Zoo, etc.

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Miki Payne
Operations Manager

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